

Serial No: 09/829,623

**REMARKS**

This Amendment is in response to the Office Action dated October 13, 2004. In the Office Action, claims 1-16 were rejected under 35 USC §102. By this Amendment, claims 1 and 15 are amended and claims 17 and 18 are added. Currently pending claims 1-18 are believed allowable, with claims 1 and 5 being independent claims.

**CLAIM REJECTIONS UNDER 35 USC §102:**

Claims 1-16 were rejected under 35 USC §102 as being anticipated by U.S. Patent No. 5,933,811 to Angles et al. ("Angles"). To anticipate a claim under 35 USC §102, a reference must teach every element of the claim. MPEP 2131.

**Claim 1:**

Claim 1 is presently amended to recite, in part, "generating a finite number of intermediate contents for content that corresponds to an entire body of information, wherein said intermediate contents are hieratically structured according to information content." Support for this amendment can be found at least at page 29, line 23 - page 30, line 1 of the present application.

Angles describes a technique for delivering customized advertisings to consumers. Angles, col. 5, lines 28-30. Angles teaches utilizing an advertisement database to store numerous advertisements designed for different types of consumers. Angles, col. 23, lines 36-40. In contrast to the cited limitations of claim 1 above, however, the Applicant cannot find teaching in Angles of intermediate contents hieratically structured according to information level, as recited in claim 1.

For at least this reason, claim 1 is allowable over Angles and other documents of record, and such allowance of claim 1 is earnestly solicited.

**Claims 2-8 and 17:**

Claims 2-8 and 17 are dependent on and further limit claim 1. Since claim 1 is believed allowable, claims 2-8 and 17 are also believed allowable for at least the same reasons as claim 1.

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Claim 9:

Claim 9 is presently amended to recite, in part, "generating a finite number of intermediate contents for content that corresponds to an entire body of information, wherein said intermediate contents are hieratically structured according to information content." Support for this amendment can be found at least at page 29, line 23 - page 30, line 1 of the present application.

Angles describes a technique for delivering customized advertisings to consumers. Angles, col. 5, lines 28-30. Angles teaches utilizing an advertisement database to store numerous advertisements designed for different types of consumers. Angles, col. 23, lines 36-40. In contrast to the cited limitations of claim 9 above, however, the Applicant cannot find teaching in Angles of intermediate contents hieratically structured according to information level, as recited in claim 9.

For at least this reason, claim 9 is allowable over Angles and other documents of record, and such allowance of claim 9 is earnestly solicited.

Claims 10-15 and 18:

Claims 10-15 and 18 are dependent on and further limit claim 9. Since claim 9 is believed allowable, claims 10-15 and 18 are also believed allowable for at least the same reasons as claim 9.

NEW CLAIMS:

By this Amendment, new claims 17 and 18 are added to the pending application. Neither claim is believed to introduce new matter, and support for claims 17 and 18 can be found at least at page 23, lines 5-7, and Figs. 11 and 12 of the application.

**CONCLUSION**

In view of the forgoing remarks, it is respectfully submitted that this case is now in condition for allowance and such action is respectfully requested. If any points remain at issue that the Examiner feels could best be resolved by a telephone interview, the Examiner is urged to contact the attorney below.

No fee is believed due with this Amendment, however, should such a fee be required please charge Deposit Account 50-0510. Should any extensions of

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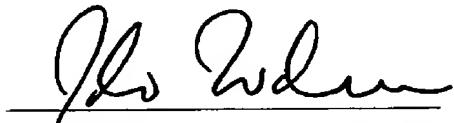
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time be required, please consider this a petition thereof and charge Deposit  
Account 50-0510 the required fee.

Respectfully submitted,



Dated: January 13, 2005

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